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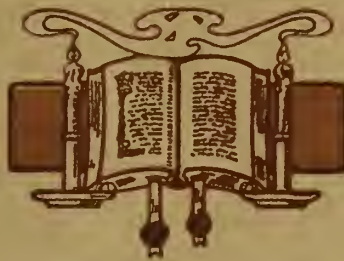
Carroll R. R.

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THE KANSAS EDITOR



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Some of the Men You Will Meet

Short courses, informal talks, question boxes, and general lectures are, of course, a profitable part of Kansas Newspaper Week; but some editors have said that they got as much good out of "rubbing up against" the big fellows personally as they did in any other way. Here are some of the men of national reputations who are coming to mix with the Kansas crowd the first week in May—and it seems as though all the active, associate, and honorary members of said crowd should be here to meet them and find out what they know that's worth knowing.

ARTHUR BRISBANE, New York. Editor of the *New York Journal* since 1897. The highest salaried and probably the best known editorial writer in America. A powerful personality and the creator of a distinct type of editorial.

COURTLAND SMITH, New York. President of the *American Press Association*. One of the best informed men in America on the problems and the needs of the small publisher, and a powerful promoter of better business methods in the newspaper office.

RICHARD H. WALDO, New York. Business manager of the *New York Tribune*. An advertising man with vision and courage. Creator of the "Truth" emblem of the A. A. C. of W. A pioneer in advanced advertising methods. A friend of every Kansas editor who met him two years ago.

FRANK LEROY BLANCHARD, New York. Editor of the *Editor and Publisher*. Experienced in all departments of the newspaper game and eager to share the benefits of that experience as the Kansas editors who attended Newspaper Week, 1913, remember with appreciation.

W. P. HARTMAN, Chicago. One of the largest producers of printing in that city. A close student of economy and efficiency methods in whose business vocabulary there is no such word as "waste."

E. P. MICKEL, Nashville, Tennessee, Secretary of the Nashville Printers' Club. A specialist in the subject of selling methods for printers and how to build business. "Initiated, passed, and raised to the sublime degree of a journeyman printer in Kansas."

JOE MITCHELL CHAPPLE, Boston. Editor of the *National Magazine* since 1897. Began as an editor in North Dakota at the age of sixteen. Afterwards a successful newspaper man in Chicago. Author of eleven novels.

ROY W. HOWARD, New York. President of the *United Press Association*. One of the keenest newspaper men that the west has produced—and the husband of a Kansas woman writer, Margaret Rohe Howard, whom he married in London.

IRVIN S. COBB, New York. War correspondent, humorist, dramatist, and author of a half dozen books that help to make life worth living. A conspicuous example of literary success based on newspaper training. He was an editor at nineteen.

CHESTER S. LORD, Brooklyn, New York. The famous managing editor of the *New York Sun*, who sat on the "throne" of that brilliant newspaper from 1880 to 1913 when he retired. A man of wide sympathies and big ideas whom it is an education to meet.

E. K. WHITING, Owatonna, Minnesota. Manager of a weekly newspaper, the *Journal-Chronicle*, which is remarkably successful because it is run according to enlightened business methods. Mr. Whiting gives a course of lectures on newspaper costs full of practical business sense.

G. L. CASWELL, Denison, Iowa. Field Secretary for the *Iowa Press Association*, and editor of the *Denison Bulletin*. A man whose work with the Iowa newspapers has brought him in contact with all of the publisher's problems and fitted him to speak with authority on organization and efficiency.

THE KANSAS EDITOR

A Monthly Journal of Information and Entertainment
For the Kansas Newspaper Fraternity

VOLUME 3

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CENTRAL BUREAU A FACT

By H. C. STICHER, *Secretary*



ORTY editors and publishers met at Topeka, March 16, and effected permanent organization of the Central Newspaper Bureau of Kansas.

George Hough Perry, for ten years advertising and sales manager of John Wanamaker, Gimbel, and Greenhut and Company, founder and first editor of Everybody's Magazine, afterward manager of a national advertising agency, creating such accounts as Old Dutch Cleanser and Regal shoes; director of the initial selling campaign of the United Cigar Stores, and advertising manager of the American Tobacco Company, was elected director of the Bureau. He will serve until the Bureau is a "going concern" when some permanent arrangement will be entered into.

After some discussion it was voted to form an Advisory Board of Directors, made up of two representatives from the large dailies, two from the small dailies, two from the large weeklies, and two from the small weeklies, and a chairman. Each group retired and brought in the following nominations which were ratified by the general body:

W. C. Austin, Cottonwood Falls; L. R. Broderick, Marysville; Charles H. Browne, Horton; Marco Morrow, Topeka; John C. Mack, Newton; F. W. Parrott, Clay Center; Albert T. Reid, Leavenworth; and Inri Zumwalt, Bonner Springs.

Merle Thorpe was elected chairman, H. C. Sticher, secretary, and Lee Harrison, treasurer.

It will be the duty of the Board to pass upon all questions affecting the policy of the Bureau.

Mr. Perry addressed the meeting on the economic advantages that would accrue to a state press that pooled its interests and presented itself as a unit to national business interests. A digest of his address appears in this number of the KANSAS EDITOR.

For two hours editors quizzed Mr. Perry. As to rates Mr. Perry made it clear that he was the representative of the newspapers, their agent, and that it would be his job not only to keep rates where they are but to raise them as the service of the individual paper warranted a raise.

Another question that evoked general discussion was the relative advantage of the Bureau to subscriber and non-subscriber. It was pointed out by Mr. Thorpe

that no cooperative movement in any industry ever marshalled anywhere near 100 per cent of its members; that it is always necessary for the few to take the lead, bear the burdens, all for the benefit of the whole fraternity. Mr. Perry stated that the strength of the Bureau lay in his power to approach a national advertiser with "the state of Kansas" rather than with 100 or 200 papers of Kansas.

After discussion it was decided to throw the benefits of the Bureau open to any newspaper in the state, and that in addition to a fifteen per cent commission on all new business to go into a sinking fund for the Bureau, a five per cent commission should be charged non-subscribers.

Just before adjournment Mr. Thorpe asked for a personal word. He said that the activity of his department in the organization of a Central Bureau was in line with the work of the University. "State universities, and especially the University of Kansas," said he, "have three aims: teaching, state service work, and research.

"The teaching arm of the work is obvious.

"State service work includes the testing of foods, drugs, and drinking waters; inspecting fruit and shade trees, and helping to fight their pests; furnishing information to municipalities, societies, and individuals; testing clay, road material, bridges, scales, brick and cement; treating the indigent sick and caring for the helpless; studying possibilities and resources of the state wherever found; assisting by means of short courses, bulletins, etc., doctors, health officers, lawyers, engineers, city and county officials, merchants, teachers, chemists, etc., to keep abreast of the world's advancement in their various lines; in short, to utilize the University's equipment whenever possible for the benefit of those state industries and professions whose servant it is.

"Research includes the scientific study of problems and the application of results to practical ends. It was a University professor who studied the dairy industry and gave the world the Babcock tester; it was a University professor who increased the yield of alfalfa one-third; the telephone was discovered in a University laboratory."

Mr. Thorpe said that he and his department went into the question of national advertising for Kansas papers just as forty other departments in the state educational institutions are seeking to make other industries more efficient. The results were made known, a remedy suggested, and that now the newspapers through their Central Bureau could work out the details. While the department still stands ready to assist the Bureau, it must now turn to other problems connected with Kansas journalism, and Mr. Thorpe suggested that all matters of the Bureau be taken up directly with Mr. Perry.

The Board authorized the director and chairman to start the active work of organization and to call in the pledges. Adjournment.

MR. PERRY'S ADDRESS



WO years ago, in talking to a gathering of Kansas editors during Newspaper Week at Lawrence, I made some statements which I am proud to think have led to today's meeting and the results which will flow from it. I know of no better way to introduce what I have to say today than by summarizing what I said then.

I stated that the magazines were getting a great deal of money that rightfully belonged to the newspapers. I claimed that the newspapers, especially the small-city dailies and small-town weeklies, had certain natural, inherent advantages over magazines which should make them strong competitors for business which now went to magazines almost as a matter of course. I claimed that \$50,000,000 to \$75,000,000 more foreign advertising could be secured by the small-town papers of the country if they exploited and used these advantages. And I wound up by suggesting that a Central Bureau be formed in every state in order that these advantages might be brought to the attention of the advertiser and placed at his service.

The Central Bureau of Kansas is the first of these to be started, thanks to the energy and courage of Professor Thorpe. If it is successful—and it will be—other states will, as usual, follow the Kansas lead and the final result will be that the small-town newspaper will come into its own.

It is an estate worth having. The most reliable estimates show that above \$300,000,000 was spent in newspaper and magazine advertising during 1914. The newspapers got about two-thirds of this, which would seem to indicate that they had no reason to complain. The big ones haven't—but it's the small-town paper in which we are interested. There about 8,000 newspapers of a character deserving consideration in the country. One hundred and seventeen of these got more than half of the business. That is to say, less than two per cent of the newspapers and a handful of magazines together got about seventy-seven per cent of the total business; the remaining twenty-two per cent being split 8,000 ways.

Now I contend that the natural advantages of the small-town newspaper, if properly utilized for the benefit of the advertiser, make it a medium of at least equal value with the magazine and big daily for what is usually called "foreign" advertising. Therefore, while the magazine will always have its field from which the newspaper can never oust it, and while the big city-daily will always have its immense local field to itself, the small-town paper, when its powers and service are known, will get a better split on the foreign business. Instead of getting but twenty-two per cent, it should have at least half.

I do not mean that all this increase must come out of the magazine's share. It is not wholly a fight for a better split of a fixed amount, one side losing what the other gains. Some of the money now going into the magazines and big dailies unquestionably does belong to the small-town paper and will go to its rightful owner when those rights are made clear. But quite as important is the new business which will be created by a new standard of service and a better knowledge among

advertisers of what the local paper can do for them. And the purpose of the Central Bureau is to assist Kansas papers to establish that new standard of service, to see that the advertising world is informed of it and to get for Kansas newspapers the new business which that new standard makes possible.

I call it a "new" standard of service, but in truth there is nothing new about it. It is the same standard which all the good magazines and many newspapers have been giving for years. But now we hope that we can promise it for all the papers in the state, and if we can, there isn't anything which the magazines do which the papers of Kansas cannot, with the assistance of the Bureau, do better. And when the advertisers find this out, I think some of you will have to hire extra bookkeepers.

Let's take a look at the advantages which the Kansas papers possess over magazines circulating in Kansas, as media for what is called "foreign" advertising.

I put that word "foreign" in quotes because in truth a great deal of what we call foreign advertising is nothing of the kind.

Take any so-called foreign advertising that is running in your paper—say Castoria or Shredded Wheat. It is called foreign because the order reaches you from a source outside your town, but it is in reality an advertisement for your local grocery or drug-store. It is, therefore, not foreign but local. If we distinguish between "foreign" and "local" advertising on the basis of *where the sales it creates are made*, instead of considering only the source from which the order or the check comes, it would be better for everybody.

On the basis I suggest, any advertising that you print is local advertising if its purpose is to create sales in a local store. Now surely it will be admitted that a local paper should be the best medium for creating local sales, and this is the first great advantage that the newspaper has over the magazine. For a national campaign is only an aggregation of local campaigns, therefore an aggregation of the best local mediums should be the best national medium, if all other factors were equal.

But the other factors are not equal; some of them are still more on the side of the newspapers; others are against it. What this Bureau must do is to conserve and emphasize all the advantageous considerations and try to remove those that countervail.

The question of cost is all on the side of the newspapers. An advertiser can reach the people of this state, or any other state, or of any group of states or of any community in a state, through the newspaper for less money than it would cost him to reach them through the magazines. The item of efficiency is, or should be, all on the side of the newspapers. There need be no waste; the newspapers have for the advertiser this priceless advantage—that he can "spot" his advertising where he pleases; use it only where his goods are on sale; make his advertising go hand in hand with his distribution.

On the other hand, the magazine has this advantage over the small newspaper—that its advertising is in general better, cleaner, more reliable and certainly taken more seriously by readers. This is a terrific obstacle for the small newspapers to overcome, but it must be overcome if we expect to run anything in our columns except those advertisements that are refused everywhere else.

One reason why some newspaper copy doesn't pull is because the advertiser himself hasn't learned that his newspaper advertising should be local advertising. He runs magazine copy in newspaper space; throwing away all the advantages of individuality and intimacy which the newspaper offers him. The clients of the Central Bureau will not make this mistake; the advertisers which I bring to your papers will run newspaper copy, usually over the name of the dealer who sells their goods. That's one step—and a long one—toward getting the quick results that newspapers are expected to bring.

Other reasons why newspaper copy doesn't pull are not so easily remedied, but it will be the duty of the Bureau to remedy them so far as they can be. The Bureau with your assistance, will start an energetic campaign to induce Kansas people to buy, in Kansas stores, goods advertised in Kansas papers. It will assist in the elimination of the dirty advertiser, whose presence in a newspaper is objectionable to every clean advertiser, first by assisting the newspaperman in detecting him; second, we hope, by supplying cleaner business to take his place.

One of the great advantages on the side of the magazine is the ease of doing business with it. It is far more convenient and profitable for the advertising agent to do business with the magazines than with a multitude of small papers, and this fact goes toward overcoming all the advantages that the latter possesses. Here again the Bureau steps in and by enabling an advertiser to cover five or six hundred papers in a single contract at a single rate, puts the Kansas papers on an equal footing of accessibility with the magazines or big dailies.

Another handicap which the small-town paper suffers, is the fact that he cannot usually employ special representatives in the big cities. Singly, he does not offer sufficient inducement to the big-list people or the agencies. As a result, his interests are not pushed except as he can push them by mail or occasional canvassing trips. Now the Bureau steps in and corrects all that. Every paper in Kansas will be represented through the Bureau (and by good men, too) in New York, Chicago and San Francisco. In this respect no big daily and no magazine will have any advantage over the smallest paper linked with this Bureau.

And finally, that matter of service. This is the most important of all, for there never was a success that was not built on service and I believe there never was service given that was not rewarded.

Some years ago, the magazines woke up to the fact that the service they owed their advertisers was not confined to running their copy and sending a bill. The advertising-selling business was getting too scientific and analytical. Advertisers demanded information in advance which would guide them in the character of copy used, the methods of getting goods on sale, the degree of competition to be expected; perhaps even as to the price which should be asked. So the magazines installed their service bureaus and trade aids department to give this information and in general to counsel, guide and assist the advertiser.

It paid, of course. Everything pays that serves. You are familiar with what the Saturday Evening Post, Collier's, the Delineator and other magazines do, not only for their advertisers but even more for prospective advertisers. Some big newspapers, like the *Chicago Tribune* and some smaller ones like the *Aurora Beacon* and

the *Topeka Capital* have followed the same plan, and always with the same success.

Now the advertisers of the country have learned to expect and to lean on that sort of co-operation and to be on equal terms with its competitors, the Central Bureau must offer the same sort of service. It can give it so far as Kansas is concerned, better than any magazine can give it, if it has the sympathy and active assistance of the papers themselves, and the papers that give that assistance will infallibly reap the same reward that has come to others that have learned the power of service.

A big part of this service will consist in disseminating information about Kansas and its potential markets and resources. This is the sort of thing that advertisers want to know. Nobody knows the facts so well as the editors themselves; each for his own locality. If he will answer the questions that the Bureau sends him, we can make surveys for advertisers that will be far more accurate, more detailed and more specific than any which can be made by a magazine.

Another part of the service will lie in securing distribution for advertisers. You cannot expect an advertiser to take space in your paper if his goods are not on sale in your town. If they are not, it is up to the Bureau with your assistance to get them on sale. Our contracts with the advertiser will be such that any time spent by a publisher in this effort will be well repaid.

Still another thing that the Bureau must effect, is a fixed and unvarying rate-card for the smaller papers. A fluctuating rate is abominable to both advertisers and newspapers. Every paper that is weak-spined about its rates, suffers. We must have rate-cards that mean something and in many cases they will show rates somewhat higher than today's. But whatever they are, they must be *unvarying*. It will be fatal to the Bureau if anybody can buy your space for less than the rates it quotes for you and there will be a great deal of pressure to break those rates. Now is the time to fix the rate that is really remunerative and fair; one that will really show a profit for you; and these rates can be secured if the publishers will stick to them.

I have been asked many times how much business I expect to get for Kansas papers if I am given the support and assistance that I have outlined. I don't know and I don't like to guess, but I will say this: during the past year I have talked with perhaps fifty big advertisers; mostly former clients of mine. I have described the advantages of advertising in Kansas—what the chances of returns were and I have described the single rate-card, the service-work, the survey, the specially written copy and the co-operation with retailers. I have asked them if that sort of service could be given, would they spend some money in Kansas papers. With just one exception, every man of them said, "This interests me and I'd like to see you when you are ready." What I think of the chances for business can best be stated by saying that I have turned my back on my old home and business connection and on a very good assured income to make a new home here and to give my time to the development of the plan.

Certain doubters have asked me why I am so confident that the advertising, when run, will have the quick results that the success of the plan depends upon. They ask me what makes me so sure that the advertising we get will move the

goods off the retailers' shelves. They point out that it doesn't always do it.

That is true, but we are not going about this in the ordinary way. I would not pin my future to any half-organized, hit-or-miss campaign. What I shall offer my clients is not merely an advertising campaign but a selling campaign. It will be backed by the best merchandising methods that I know and these will be at the service of the retailer. I intend in the early part of the game to travel through the state myself, seeing to it that the goods do move. If the retailer can't sell them, I'll show him why and use every art I know to help him sell. I may have to coax him to accept assistance—I have no illusions as to what I am up against—but the goods *must* move, for the sake of the papers that advertise them and the man who pays us to move them.

As to the advertising itself, it will be quite different from the usual stuff run in newspapers by national advertisers. We will get entirely away from the "factory-made" advertising, ground out in agency copy-rooms. The copy we shall run will be retail copy—not manufacturers' copy. It will be the advertisement of the grocer himself—not that of some unknown or impersonal corporation in New Jersey or New York. It will be a neighbor talking to a neighbor on a subject of mutual interest. It will be large and it will be striking.

It will be preceded, in some cases, by educational work. It will be bolstered and followed up by every art of the salesman. With good goods to begin with, advertised in this way, every step of the process given earnest, careful and watchful attention, the goods *will* sell; they can't help selling.

I hope to begin this work within a very few days or possibly weeks with a new sort of tooth-brush; a tooth-brush with some very novel and practical advantages. That will be the drug-store article. Following this, or running alongside it, will be a campaign on a new dentifrice. We shall begin by submitting to the papers some news matter, written by the best experts obtainable, on the care of the teeth. It will be good stuff; matter that you will gladly print, I believe. After the ground has been prepared in this way, and the goods put on sale, we spring the big advertising, and push it hard. Both brush and dentifrice will be approved by dentists known to and by the experts of the University of Kansas, or they don't get advertised at all.

For the grocery stores, my initial campaign will be on either a new package raisin or on a new and most wonderful food product which is not yet announced. I think it is going to be a tremendous hit. With these grocery products we shall back up the newspaper advertising by sampling and demonstration. The copy is strong and the goods will move.

For the retail dry-goods stores I have dug up a good prospect in a new brand of working shirt which is the best thing of its kind I have ever seen. I have also had promised me some business from a big packing house and from an importer of table delicacies. These are already on sale almost everywhere, and the service will be along lines rather more usual, calling for no especial co-operation from the newspaper.

I have secured the promise of these accounts, and some others, because of my personal acquaintance with the advertisers and because I have promised them to

give my personal attention to the whole process from the writing of the copy to the sales-helps for the retailer. I am going to give every ounce of force I have to making these initial tests successful. If they are, those that follow will almost take care of themselves.

To summarize: The Central Bureau intends to do for Kansas papers everything that their special representatives, their New York, Chicago and San Francisco offices, their Service Bureaus and their Trade Departments do for the magazines and the big dailies. In the battle for business, it puts the Kansas papers on an equal footing with its most dangerous competitors. It will deal for you, if desired, with all agencies, will fight your battle for you with advertisers and their representatives. It will prepare copy for your advertisers and assist your local stores in moving advertised goods. It will be enlisted on the side of the retailers of Kansas as against the mail-order houses.

It will bring the advantages and attractions of Kansas and the power of Kansas newspapers to the attention of the entire advertising world. It is a new movement, but it is based on established and well-tried principles. If it is given the sympathy, the support and the co-operation of the Kansas newspapers it will succeed and it will be another step in progress to be credited to the Sunflower state.

HOW TO USE IT

IN the heart-searching words of that eminent philosopher, Mr. R. Goldberg, "Now You've Got It, Whatcha Gonna Do With It?"

The answer by every newspaper publisher in Kansas as regards the Central Newspaper Bureau, should be, "I'm going to use it to help my business."

That is what it is for, and like every other good tool or machine, it isn't of much value unless it is used. Of course its chief purpose is to get more business (and occasionally higher rates for Kansas papers.) That part of its work will be done by its Director and staff. But while that is going on, it can be used by any subscribing newspaper in several ways, as follows:

AS AN INFORMATION AND CREDIT BUREAU: Write to the Bureau whenever you want information or credit-rating regarding any advertiser or agency.

AS A COMPLAINT BUREAU: If you have any disagreements with national advertisers or agencies you cannot settle, refer them to the Bureau. This of course means such troubles as are based on questions of practice, policy or principle that might interest all newspapers. For example, interpretations of clauses in agency contracts regarding "position," or cancellations or short rates.

AS A COLLECTION BUREAU: The Bureau will have an attorney with affiliations in every large city. In case of the default of any agency or national advertiser the chances are that many papers will be affected, in which case the Bureau will undertake to attend to the matter for them all. The Bureau cannot, at present, undertake to make collections for individual papers.

AS A "TRADE AID" BUREAU: The fundamental purpose of the Bureau being to increase the income and efficiency of the small-town newspaper publisher, it will not confine its efforts to securing foreign advertising but will do anything it can to assist in the stimulation of local advertising as well.

The services and counsel of its advertising and sales experts will be freely at the command of any subscriber to the Bureau, so far as such services can be given by mail. (Traveling and other expenses in the interests of an individual newspaper must be paid for.) The Bureau will be glad to assist in the planning or execution of any local advertising campaign, including the preparation of copy when desired.

AS A SPECIAL REPRESENTATIVE: Mr. Perry will maintain offices in New York, Chicago and San Francisco, with associated offices in Cleveland and Detroit. These are at the service of any newspaper subscribing to the Bureau, for such occasional and temporary direct representation as may be desired, and free of any charge unless professional services or expense is involved. Address Mr. Perry always at Lawrence; the letter will be handled and forwarded from here.

AS A BUREAU FOR SUGGESTIONS AND THEIR DISSEMINATION: Editors having suggestions to make on any point of value or interest to the newspaper business are invited to send same to the Bureau for dissemination to the entire press of the state. For example, a suggestion that all Kansas newspapers adopt a uniform policy regarding the classification of political advertising, or toward advertisers regarding the breaking of column rules.

Other ways in which the Bureau may be used will undoubtedly develop. It is intended to be useful and it is a good idea and a good machine gone to rust unless it is used. Use it as above or in any other way that occurs to you.

—And a Little Reel Recreation

Mixed in with Short Courses, Cost Demonstration, Ad Symposiums, and Addresses during Newspaper Week, will be

THREE MOVIE SHOWS FOR EDITORS

The Chicago Tribune's film showing its merchandising service for advertisers.—a revelation of new ideas invaluable to any publisher.

Donald Thompson's famous war pictures—seven reels—taken at dare-devil risk, and giving a thrilling view of the war. Shown through the courtesy of the Topeka Capital.

Paper Making: an exhibition of the entire process of manufacturing a high grade paper. Films taken in the plant of the Strathmore Paper Co., makers of book and other papers.

REASON WHY FOR HIGHER PRICES

THE PRINTER who has not raised his prices to keep pace with those of the war market is losing money.

The position of the man who tries to keep the good will of his customers by sticking to his ante-bellum rates in the hope that conditions will ease up, is impossible.

The present situation, with its increase of from 10 to 1,500 per cent in prices, is the result partly of restricted importation of such articles of coal-tar dyes and other equally necessary printers' supplies, and partly the result of excessive exportation at very high prices, of materials used by the fighting nations for making guns and explosives. There seems to be no prospect of relief till the end of the war.

It is a wise printer that knows a fact when he sees it coming, and who takes cover before he gets into trouble.

The time to raise prices is now. Nothing can result from a delay except loss of money. Nor is there any reason why such a change in rates should make trouble with the customer. John Doe is generally a reasonable person if you'll feed him some facts, and can convince him that they aren't something else. Here are a few that you can present for his inspection.

The underlying difficulty is the soaring cost of raw material. Rags, for instance, are needed for making high explosives. Big demand spells high price. Result, a jump from $1\frac{1}{4}$ or $1\frac{3}{4}$ cents a pound to $2\frac{1}{4}$ and even 4 cents.

Those rags, however, are merely a foretaste. Feed your recalcitrant customer the rags first; and then, while he's still blinking, try this:

French bleach, so necessary for the manufacture of paper is hardly to be had at any price because the chlorine gas, which is used in this bleach, is in demand in Europe. The result is that the cost of chemical wood pulp, the raw material of the bleach, has jumped from $1\frac{1}{4}$ to 8 and 12 cents a pound.

Aniline dyes used to cost from 25 cents to a dollar a

pound. Now the cost ranges from \$10 to \$30 a pound.

Other prices on articles used in paper making run as follows:

Bleach sulphite, formerly $2\frac{1}{2}$ to 3 cents; now $4\frac{1}{2}$ to $5\frac{1}{2}$ cents per pound. Easy bleach sulphite, formerly $1\frac{3}{4}$ to $2\frac{1}{4}$ cents; now $3\frac{1}{4}$ to 4 cents per pound. Soda ash, formerly $\frac{1}{2}$ cent per pound; now $2\frac{1}{2}$ to 3 cents per pound. Alum, formerly 1 cent per pound; now 3 to $3\frac{1}{2}$ cents per pound. Casein, formerly $6\frac{1}{2}$ cents; now 17 to 25 cents per pound.

In addition, soda pulp, rosin, wire screen, felts, satin white, blanc fix, etc., have advanced in cost from 25 to 150 per cent.

Coupled with all this has come to American paper makers an immense demand for paper from countries that have hitherto relied on the warring nations for their supply.

In like manner, linotype metal and electrotypes metal cost seven times what they did, because the antimony necessary to their composition has mostly been furnished by Hungary. Pig tin and pig lead, which are also necessary for the making of these metals, have gone up sharply.

Printers' ink no longer has a fixed price. Reds, blues, purples, browns, etc., and especially copying inks apparently can't be had after the present supply is exhausted. They have jumped from 75 cents or a dollar a pound to rates ranging from five to twenty dollars.

Type costs more than it did because good type foundry machinists demand wages equal to what they can now make in munitions factories. The difference in price runs from 5 to 15 per cent.

Printers' rollers cost more. Glue, used so largely in their manufacture, has advanced from 10 to 15 per cent. Glycerine is already out of sight, because it is used for making explosives.

But what about *your* prices?

Verbum sap!

THE BIG WORD IS "CO-OPERATION"

GET NATIONAL advertising through business methods and co-operation. It's the only way."

That is the gist of the policy worked out with remarkable success by F. E. Hagenbuch of the *Kiowa Journal* who has gone to the bottom of the foreign advertising problem, and in practice has formed the answer that the Central Bureau hopes to find for every Kansas paper.

"It has always been more or less of a wonder to me that the agencies placed any business with the country publisher because of the unbusinesslike manner in

which many papers handle these contracts," says Mr. Hagenbuch. "On the other hand, the publisher has a good big kick coming, as well as the agency. For it is an open secret that the agency imposes on the publisher at every turn. He is asked for all kinds of impossible favors, and is "docked" if they be not granted. He is furnished with electros too high, too low, with mortises cut crooked, worse by far as time-losers than the composition would amount to, and then is asked to cut his prices in two because "there is no composition." He is asked to run straight matter equal to the space in

the display, free. When his statement goes in, he is asked week after week to supply "Missing copies," which he positively knows have been mailed, for the purpose of allowing the agency the use of the publisher's money for an additional thirty days, and so on, ad infinitum.

"We have a plan which eliminates many of the above aggravations. Each week we mail an invoice as soon as the paper is off the press. Then at the conclusion of the contract, or at the end of the month if the contract is running a long time, we bundle up ALL the papers covering the amount due, and mail them by registered mail. It costs quite a bit of postage, but that settles the missing copy business, and our draft comes in a hurry.

"Here is what I regard as the right plan to work on: First of all to guarantee advertising service, 'lock, stock, and barrel.' To guarantee circulation statements; to classify circulation first by counties, second by occupations, third by states; and to notify the agencies that we will furnish them any information regarding our trade territory for which they ask. If we don't know, we'll find out.

"Part of my editorial equipment is a motorcycle, bought for that purpose alone, and we enlist it in the information department. We'll find out how many grocery stores there are in the three counties we serve, how many hardware stores, etc., and what lines they handle. We'll find out anything else desired by these people, and we'll team with them all the way down the line to make their advertising pull.

"In our letters to the agencies we offer to furnish them with information at any time, whenever called for. Crop reports, bank statements of the entire section clipped from our exchanges, classified circulation,

etc. We tell them that if we do not know what they wish to find out, we'll find out for them any time. We tell them that we'll guarantee the truth as to crop reports hereabouts, even if it endangers the placing of the contract, and the truth about everything else.

"I am certain that the main reason the country weeklies do not get more of this class of business lies with the management of the paper, and that if the boys will only get down to business the problem will speedily solve itself.

"For example, when a contract for some 700 inch-matter came in, the rate offered was 7 cents an inch.

"It happened that it was for Maxwell cars, the Van Cleve Company handling the matter. I went to the firm of Benton & Ives in our city, immediately, local agents for the Maxwell cars, and asked them how many cars they had sold since last September, and they told me 52. In other words, they had done a gross business of \$36,140 in Maxwell cars since that time. The only advertising they had done was in the *Journal*, scattered along from time to time, together with about 75 inches additional placed with us by the Van Cleve Company, direct.

"We told the agency this, gave them the dates the advertising had appeared, the gross business done, stated that advertising which was not worth more than seven cents per inch was not worth a cent, and gave them a crop report as to the growing wheat at the present time ascertained by a day's hard motorcycle riding, etc.

"You ought to have seen the revised contract. They filled in the rate we asked for in the biggest figures the space allowed, and placed this little old weekly in the same class as to results with the *Chicago Tribune*, and said that they meant it."

—AND IN ADVANCE

FOR DOWNRIGHT IRREVERENCE towards the potential Hons in his bailiwick, J. A. Townsley, of the *Ellinwood Leader* takes the money. And yet note the diplomacy, the tact, the gentle persuasiveness, with which he takes up with them a practical, not to say sordid, matter that every Kansas editor is handling in one way or another just now:

"Bein' as how this be a political year and some and various of our esteemed friends will be candidates for elbow room at the pie public counter, hear ye, hear ye, or words to that effect, that the *Leader's* columns are open to any and all who desire to be hired by the county of Barton or the State of Kansas, for announcements at the rate of \$5.00 for the primary campaign regardless of party, or previous condition of servitude, or any other handicaps or deficiencies, and while we reserve the right to say a few kind or hard words about any candidate we see fit, as the case may be, regardless of whether they bespeak said words, our columns are

open for political advertising, and will be designated as such, unless the article aforesaid and above and hereinbefore mentioned is written, dictated or otherwise inspired by our bulging brow.

"And again, we might say also, that said request for announcement, must be accompanied with the five, or same will be held until same is forthcoming. Two years ago we printed political advertising for candidates who have not, as yet, seen fit and proper to settle for same.

"We have already received some dope lauding the things accomplished for their country by some who wish their wonderful (?) deeds made known to their constituents. Those requesting such publicity having failed to attach a check, the ready prepared dope found its way into the waste basket—where all such dope should go—unless accompanied by the money paying for same. Whether the rest of the newspaper profession in Barton County make this ruling and stick to it or not, we propose to do so, regardless of party or person."

THE KANSAS EDITOR

A MONTHLY JOURNAL OF INFORMATION AND ENTERTAINMENT
FOR THE KANSAS NEWSPAPER FRATERNITY

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MERLE THORPE, Editor
L. N. FLINT, J. W. EVANS, W. B. BROWN,
Associate Editors

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office at Lawrence, Kan., under the Act of August 24, 1912.

Sent free to Kansas editors, to others \$2 a year.

THE KANSAS EDITOR welcomes contributions of articles
and items of direct interest to the Kansas newspaper field.

From the Press of the
Department of Journalism
University of Kansas

J. L. Napier makes the comment in a recent issue of the *Evening Kansan-Republican* of Newton, that "Newton has an organization which is trying to do things for the town—the Retailers' Bureau." Then he goes on to relate how the Bureau recently proved its worth by walking a fake advertising man around in circles till he got dizzy, and took the first train to the county jail, minus \$115 that he had already collected from several confiding business men.

"The Retailers' Bureau," adds Napier, "means business. Whether it is a stranger, or a local lodge, individual, society or church that attempts to put over a worthless leg-pulling stunt on the business men, it is the duty of this Bureau to stop it if possible. It will pay the people of the town to be fair with the bureau. Any scheme of the character suggested that has not the bureau's sanction had best be passed up."

It strikes the beholder that there's something doing in constructive journalism in the burg of Newton.

PASS IT ALONG

Robert Foeht, of the *Democratic Messenger* of Greenwood County, caught this on the wing. It's worth passing along. "This splendid community service editorial by Keith Clevenger," says Foeht, "is applicable to every town in the state." Here it is:

"Are you prepared? Prepared to give a part of your time to the service of your community and its better interests? You boast that if your country needed you to fight for it you would gladly offer your services. That is patriotism of the highest type. But the man and woman who cannot be of service to their community, who will not sacrifice personal and selfish ambitions and affairs for the advancement of their community are not prepared to fulfill the greater patriotism, which calls for unselfish service for the preservation of those ideals which we cherish as a nation.

"There are many ways in which you can be of service in your community besides merely being for something or another. The fact that you are not actively against the community welfare does not necessarily mean that you are a potent factor for its improvement.

"You must stand prepared to do more than that. You must be willing to take off your coat and work with an unselfish interest for every movement in behalf of community progress regardless of the immediate personal returns you are to expect to result from such a course.

"Are you prepared to offer this service? If not you are not entitled to the financial or the social benefits to be derived from the labors of others.

MAKE 'EM READ THIS

Try this in black face in the two column box on your front page, where some of your local business men will see it. It's from the *Salina Union*.

"The newspapers of every community are doing the most of the fighting in favor of local business as against the mail order houses of the country. To reward the local press for its loyal and consistent support many of the business men of this and every other community in Kansas are buying their printing and blanks from mail order houses in Kansas City, Topeka, and cities even more distant. Every dollar sent out of town for the purchase of any material that is sold here is added to the resources that the business men of other cities are using to fight the growth and expansion of business in Salina. The papers are going to keep right on doing their duty to the home people and they have the undoubted right to expect patronage and support in return."

THE RETORT COURTEOUS

You can use this if you say that the *McLouth Times* is the guilty party:

While the editor of a certain newspaper was away from home for a time, he left his paper in charge of a minister of the gospel. During the minister's stay in the office the following letter came from a subscriber: "I know very well that I paid my subscription to your paper the last time I was in your office. If I get any more such letters as I just received last week I'll come in and maul hell out of you."

The minister answered, "I have been trying to get that out of the editor for ten years, and if you will come down and maul it out of him, then, my dear sir, I have twenty members of my church I will let you operate on."

BUT CLEVINGER WONT DO IT AGAIN

Keith Clevenger of the *Osawatimie Graphic*, says that never, never again is he going to stay home when there's trouble in the wind, instead of leaving his office to a perfectly competent devil. He tried it when the editors of the Second Congressional district held a meet-

ing in Kansas City, Kan., on March 3 and 4, with the result that he was elected president of the district association.

Unburdening his soul through the columns of the *Graphic*, Clevenger says between smiles and blushes:

"It was a mighty fine meeting and reflected credit upon the editorial profession of this section until it came to the election of officers, when something happened to the think-tanks of the brethren and they elected the knock-kneed, two-by-four feeble minded editor of the *Graphic* as president of the district association. This would never have happened had he been there to defend himself.

"While we question very much the wisdom of the editors of the district in their selection of a president, having known him for so many years, and being so intimately acquainted with his short-comings and weaknesses, we take this opportunity on his behalf to thank you most cordially for the honor, and to assure you that we'll get behind him with a No. 10 and see that he does his level best to do credit to the fine bunch that chose him as their head."

With the other election results, however, Clevenger feels better satisfied. Asa Converse of the *Wellesville Globe* was elected secretary and W. D. Greason of the *Paola Republican*, treasurer.

The new president says that the date of the next meeting has not yet been decided, but that it will take place in Osawatimie. He'll name the day as soon as he has more fully recovered from the shock of his mistake of staying at home.

The revival of the district association, which, Clevenger says, died several years ago for lack of exercise and nourishment, is due to Imri Zumwalt of the *Bonner Springs Chieftain*. Zumwalt did it by offering the editors a fishing trip as the bait. The Marais des Cygnes was on a rampage, however, and so Zumwalt didn't have to produce the excursion. Instead, the newspaper men stayed indoors and hatched conspiracies on how to keep national advertising—after you get it; and how to get it so that you may keep it. (That sentence is all right; it means that they argued it backward and forward.) Among those who kept it going were the Honorable Governor Arthur Capper, and the Honorable Charles F. Scott of the *Iola Register*.

RELIGIOUS VERSE BY J. M. CAVANESS

Rhythmic Studies of the Word, (Volume Two). By J. M. Cavaness. The Abingdon Press, New York. 135 pp. 75 cents.

Anything from the pen of one of the oldest and most representative of Kansas newspaper men would command respect; but if "Rhythmic Studies of the Word," by J. M. Cavaness, of the *Chanute Tribune*, be taken as the voice of one man speaking forth a body of conviction which actuates any considerable part of the Kansas newspaper profession, then it is of more than passing interest that from the heart of this busy, bustling,

workaday profession of ours, should come the still, small voice. It is one more evidence that the press of Kansas, under its surface of business enterprise, has something sane and sweet by virtue of which it can both live and grow. The book is the voice of one who has found religious certainty, serenely careless of philosophical subtleties and doubts and what such a one has to say is likely to be worth listening to.

YES, IT'S WORTH \$1.50 OF ANY MAN'S MONEY

After seeing the weekly demonstration of the gentle art of "Pleasing the dear people," as given by R. A. Clymer of the *Olathe Register*, one reads with interest R. A.'s observations on the subject—being in the nature of additional testimony to the fact that it isn't as easy as it looks:

"What kind of a paper do the people want? That's the question that is agitating the feeble mind of the country editor.

"One week a friend tells us that he likes a clean, spicy newspaper that is unafraid and outspoken. Whereupon, we take the hide off some scalp that needs skinning, and subscribers choke up the entrance to the office stopping the paper, and take a punch at our beautiful Roman nose if it happens to be handy. The spice that we injected into some innocent paragraph is misunderstood by one reader, and we have left a wound that stays a long time.

"One issue we run to seed on local town news; the country readers object. Next week we double the country correspondence and town readers holler. We throw a few fits over mail order houses, and the merchants applaud—but do not increase the size of their ads. We praise some chap for his work, and we are playing to the grandstand. We overlook an item, and we are suppressing what the public ought to know.

"We are slowly learning that it takes fifty-seven varieties of stuff to fill the country paper and please all the readers. The soft soap local is a sure path to the favor of some, but we don't care to perjure our immortal souls by this route. We do contend that this paper prints all the news, etcetera, that any reasonable person can expect for one dollar a year—and further deponent sayeth not."

WHO'LL WRITE UP OUR PAST?

It is hard to realize that Kansas journalism already has enough traditions to make up a body of mighty interesting reading if collected. There's a big job waiting there for some editor with a genius for history and—plenty of leisure. Here is a sample from the *Garnett Review*:

"The *Linn County Herald* was the first newspaper started in Linn County at Mound City, by Nathan Lyman, in April, 1859. Mr. Lyman was a somewhat self-appreciated personage, but withal a most excellent man. At the end of his first year's effort, Mr. Lyman surrendered editorial charge, and the name of the paper

was changed to "The Mound City Report," with J. Fletcher Broadhead in editorial charge. This continued until sometime early in 1861, when Robert B. Mitchell became owner of the press, and removed it to his farm, in Paris township, known then as Mansfield. It was published there by Mr. Lyman under the name and style of "The Shield and Banner" about a year. Sometime during the early summer of 1862, the press was sold and taken to Baldwin.

YELLOW JOURNALISM STARTS MEXICAN WAR

In due time the historians will wake up to the fact that the real Mexican row began, not on the border, but in Kansas City, Kansas. That's where most things start any how, you know.

This occasion was the meeting of the Second District Editorial Association on March 3. The result was a special war edition of the *Gazette Globe*.

Inside appeared a Christian Science lecture; outside, this:

EXTRA—WAR DECLARED—EXTRA

And after that:

BIG BATTLE ON BORDER

A Train of U. S. Soldiers Blown Up by
Aeroplane. Fierce Fighting Follow-
ed—Kansas to the Rescue.

And then a beautiful half page of war as she is writ.

Extracts follow. For the rest, consult your exchange table:

"Although hardened by years of experience managing the metropolitan police force of Bonner Springs, General Zumwalt could not restrain the tears of manly anguish that coursed down his bearded cheeks as the courageous messenger related something of the lurid vengeance that had been wreaked. . . .

"Apprised of the unparalleled attack of the maddened Mexicans and Jamaicans, General Ray Duboc of Ft. Scott, who also had caught the wireless message, drove his 24-cylinder Ford car over the Jefferson highway, arriving at the nick of time with a special detail of men.

"Rolla Clymer of Olathe brought his company into quick action and with John C. Madden's company from Mound City, C. E. Craig's Rifles from Pleasanton, and Billy Greason's troop of Camp Fire Girls from Paola, these gallant Kansans went marching along to join Asa Converse in command at Wellsville.

"Volunteers were called for to rescue the wounded under the murderous fire of the relentless and heartless invaders. General Fred Funston sent a wireless and Merle Thorpe, who had rendered distinguished and meritorious service rescuing the journalistic students of the University of Kansas from their dreaded exams., hurriedly organized a company of his students and

bravely and manfully volunteered to undertake the fearful task."

"AS A MAN THINKETH IN HIS HEART—"

"The *University Daily Kansan*," says the *Salina Evening Journal*, "dangles the bait by asking what has become of the o. f. boy who waited outside the church door Sunday evening then watched the girl walk home with her mother. We'd judge he is a happy bachelor."

If the poor cuss only knew it!—But as the *Salina Sinic* once said, this is a krool world, sir!

Just what it is that our beloved public cares for, and why, is thus doped out by the astute editor of the *Atchison Globe*:

"Another little lesson in journalism. The old-fashioned editor whose specialty was villification of the opposition, led an exciting and interesting life, as long as he lasted, and sometimes became a heavyweight from having his manly frame filled with buck shot. But he wasn't a successful newspaper man. The world cares less for an editor's quarrels than it does for his opinions, which it usually votes against by a large majority. But it pays the price for news; a small price to be sure, but enough so it thinks it is entitled to have its name kept out of the paper when the occasion seems to demand that it be put in."

"We have been notified," confides Alice Murdock to her readers, "That we are expected to get up a paper on 'Would we marry an editor if we had it to do over again?' Said paper to be read before a lot of married people in Lawrence at the editorial association. We claim this is adding to our case of being a spin. How do we know anything about what we would do in a situation that we have never confronted? We balk, and besides we do not think the Kansas editors should rub it in on us because we are a spin. We can't help it even with leap year right upon us."

Easy!—Leave off the last half of the question.

If you investigate the careers of these editors that can't let politics alone, you'll always find that their financial dealings are not quite regular. For instance, there's Claude H. McNay, who has just become part owner of the *Galena Weekly Republican*. He went into politics several years ago, and served two terms as clerk of the district court of Cherokee County. Later when they came to audit his books, they didn't balance. The county owed him forty-two cents. Watch him!

"To keep peace in the family," says Herbert Cavaness in the *Chanute Tribune*, "the wives of Kansas editors who write on the subject, 'If I had my life to live over again, would I marry a Kansas editor?' will all probably answer in the affirmative. As a matter of fact, way down deep in their gizzards some of them

have a sneaking idea they would be greatly tempted to try the fellow they turned down, who had sense enough to go into a business where the expenses don't set the profits such a fast pace.

A young man has written the KANSAS EDITOR asking to be put in touch with a Kansas newspaper that is for sale. He wants to locate in a county seat, preferably, and is ready to invest \$5,000, part cash, part payments.

When a Board of Health breaks into journalism so that it may educate the people, things are surely looking up. That's what's doing in Holton, the headquarters of the Jackson County Board of Health; and we find nothing on this month's exchange table more significant than Volume 1, Number 1, of *Rural Health*, under date of March 1.

E. J. Lunger is chairman of the Board, and Charles M. Siever, M. D., is the Secretary. S. Perkins and Philip Fricker are also named at the top of the editorial column, and presumably they are the reporters. At any rate, *Rural Health* is right on the track of the germ. It contains abundant illustrations of sanitary ways of living, and there is even a cross section of the head of a child with adenoids, which ought to educate people on that subject better than many text books and learned articles.

Everything in the paper goes right to the point. It is a pity that there can't be something of the sort for every county in Kansas. As a move for rural welfare, the idea could hardly be bettered.

The programme of the annual junior play "*The Whirlpool*," given this year at Baker University bears this bit of verse from the pen of W. C. Markham, editor of the *Baldwin Ledger*:

Life at best is but a Whirlpool,
Where we're placed without our will,
And the swift waves circle o'er us,
Ever unceasing—never still.

We are whirled in varied torrents
As life's cares pass to and fro—
One day carried on its bosom,
And then hurled beneath the flow.

But the struggle makes us stronger,
If we purpose high and clear,
We can quell the raging waters,
Ere our passing time is near.

There is no newspaper, whether it be a country weekly, a small city daily or a metropolitan paper, that can build up a big, profitable business without giving the public a full measure of genuine money-back-if-you-are-not-satisfied service. There are a number of schemes that will bring in the cash for a short period

and there are items in management such as efficiency, economy, close collections and thorough solicitation that account for much in the monthly financial statement, but the whole secret of success in the newspaper business is embodied in the one word "service." A newspaper should cover its field so thoroughly that the editor can guarantee satisfaction to the subscriber and when he finds a man who has failed to get his money's worth the editor should hand back the subscription price as cheerfully as the grocer who has sold a bag of inferior potatoes. If he cannot produce that sort of paper he has started off on the wrong foot and ought to go into some other business. All that is necessary in building up a big business for a paper of the right sort is to go forth and tell the plain truth without ceasing and back it up among the advertisers on a basis of guaranteed service.—A. V. Napier, *Iola Register*.

Speaking of advertising, try the *Pittsburg Daily Headlight*. Its issue of March 23, contains what the *Headlight* announces as the next to the biggest advertisement ever published in Kansas. The ad is an entire section devoted to the store of J. M. Liepmann of Pittsburg. Mr. Liepmann did it to celebrate his twenty-fifth year in business. Just had to have some sort of a spree; so he took this way in every confidence that the only hang-over in it will be sales.

The *White Cloud Globe* has just passed the quarter-century mark; and announces a commendable intention to go on being the community thermometer for another quarter or so.

Dave Leahy wonders why Kansas should worry because quinine has advanced 750 per cent. "Quinine is not needed in Kansas climate," he says, "and even if it were there is nothing here fit to take it with."

"Billy" Palmer, of the *Jewell Republican*, names the mule as the only kicker that has won popularity in Kansas. "Which," explains the *Kansas City Gazette-Globe*, "means merely that Billy was never kicked by a mule."

Herbert Cavaness always has his own way of speaking the truth. Here's one where the hooks really take hold:

"Remember that the newspaper editor whom you are cursing is probably the fellow who will have to write your obituary. Also remember that when he writes your obituary that out of the goodness of his heart he will probably overlook the fact that you are a skunk and a deadbeat and a wife beater and out of sympathy for your family will put a halo on your head and picture you as twanging a golden harp in the New Jerusalem. Be charitable then even if the editor is a reprobate and a grave digging hyena."

Quite often the editor himself doesn't understand the value of printer's ink.

The latest addition to the papers of central Kansas is the *Falun Post*, published at Falun, Saline county. It is edited by Warren L. Dell and printed by Gage and Campbell of Geneseo, publishers of the *Geneseo Journal*.

The *Great Bend Tribune* has added to its already first class equipment a new job press and a large cabinet of job and display type. A new stock cabinet adorns the front office, although its resemblance to a refrigerator has inspired many excruciating jokes.

T. C. Berry, late editor of the *Mullinville News*, has been kept so busy selling autos and managing the opera house that he had to sell his paper to J. W. Cossell, a Mullinville man. The job has made Cossell one of the busiest men in Mullinville.

The *La Crosse Chieftain* is among the country weeklies that have broken into the linotype club. A model 15 was installed last month. The result is a marked improvement in the appearance of the paper.

Ed Howe, sage of Potato Hill, and pioneer Kansas editor, has a barrel of fun with his *Monthly*, a four-page broadside in which he says what he pleases and lambasts whomsoever he chooses, and lets 'em "holler." His nimble wit and keen thrusts into the sawdust carcasses of politicians, bugaboos and plain humans, make his monthly offerings mental appetizers.

Commenting upon it, Elbert Hubbard in his *Philistine* spun the following editorial philosophy. Howe says the Fra's gentle reminder brought in two thousand letters each containing at least a dime.

"Ed Howe of Atchison, Kansas, has reduced the price of his Monthly Magazine of Bomb Stuff to ten cents a year, or twenty-five cents for three years.

"Ed Howe is a farmer, fifty-eight years old, who has two hundred thousand dollars in United States Steel Corporation bonds, and thus is in position to tell the truth as he sees it. Ed is right fifty-one per cent of the time, and the rest of the time funny.

"The only discord in our house occurs when Ed Howe's Bombazine arrives and there is a scrap as to who shall have the first swipe at it.

"I advise every reader of *The Philistine* to send Colonel Ed Howe ten cents, just to encourage him in slam-banging politicians, preachers and other parasites who feed fat off the people who work. And the strange part is, Colonel Howe is like Fuzzy-Wuzzy, he does not care a dam, either one way or the other. He loves even the people he hates.

"Ten Cents—yes, Teresc, that is what I said, and if the dime is plugged Ed will not send it back. The first number you get will supply you a dollar laugh, and

perhaps a ten-dollar idea, if you are n't mentally sterile."

It is not pleasant and profitable always to tell the truth in the columns of a newspaper. Men who have tried this heretofore have always come to grief. Only a few days ago the editor of a paper in Indiana grew tired of being called a liar, and announced that he would tell the truth in the future; and the next issue of the paper contained the following items:

John Bonin, the laziest merchant in town, made a trip to Belleville yesterday.

John Coyle, our grocer man, is doing a poor business. His store is dirty and dusty. How can he do much?

Rev. Styx preached last Sunday night on "Charity." The sermon was punk.

Dave Sonkey died at his home in this place. The doctor gave it out as heart failure. Whiskey killed him.

Married—Miss Sylvan Rhodes and James Conlin, last Saturday, at the Baptist parsonage. The bride is a very ordinary town girl, who doesn't know any more about cooking than a jack-rabbit, and never helped her mother three days in her life. She is not a beauty by any means, and has a gait like a duck. The groom is an up-to-date loafer. He has been living off the old folks at home all his life, and is not worth shucks. It will be a hard life.

The governor of our great State, a very ordinary man, and who was elected by accident, was here yesterday. He has very few friends here now. He promised some of the voters of this precinct a piece of the pie in event of his election, but had forgotten all about it when the time to hand over the little office rolled around.

Which reminds us of an Illinois editor who became tired of wielding the whitewash in the matter of obituaries decided to reform and tell the truth just once. He commented as follows upon the death of a citizen:

Died.—Aged fifty-six years, six months and thirteen days. Deceased was a mild-mannered pirate with a mouth for whiskey and eye for booty. He came here in the night with another man's wife and joined the church at first chance. He owes us several dollars for the paper, a large meat bill, and you could hear him pray six blocks. He died singing: "Jesus Paid It All" and we think he is right; he never paid anything himself. He was buried in an asbestos casket, and his many friends threw palm leaf fans in his grave, as he may need them. His tombstone will be a favorite resting place for hoot owls.

A good many Kansas towns have two papers, a newspaper and an organ.

KANSAS editors, like everybody else, feel good about it when the fellows outside say things that agree with the opinions of the fellows inside. Kansas Newspaper Week belongs to the fraternity in this state, as they have all come to feel, and the session held two years ago resolved that it would repeat itself this spring. It was a pleasure, therefore, to see how the newspapers around the country at large fell in with the idea. They seemed to think, as the conservative and dignified *Dial* said, that the Kansas Crowd had made one week different from the others in the year.

Then, when the Week "came out" in cold type, in the form of a volume, "The Coming Newspaper," published last year by Henry Holt and Company, New York, the magazines and newspapers took fresh occasion to remark that—but perhaps the remarks verbatim, or some of them, will be read with interest by the insiders at whom they are directed:

Many publishers believe that Kansas Newspaper Week was in some respects even the most noteworthy in the history of American journalism.—The Publishers' Auxiliary.

The University of Kansas is taking the lead of all other State institutions in providing practical aid for the editors of its newspapers.—The Editor and Publisher.

The whole conference was characterized by the advocacy of journalism ideals.—The Fourth Estate.

Extremely interesting to both readers and makers of newspapers.—The Brooklyn Daily Eagle.

Of general interest to the general reader, and of special interest to journalists.—The Independent.

Pretty much of every phase of the journalistic calling is discussed.—The New York World.

A valuable mass of suggestion, comment and discussion on practical, definite phases of journalism.—The Outlook.

Not only interesting to the newspaperman, but is perhaps, the most illuminating volume the layman can lay his hands on.—The Los Angeles Times.

A book that will certainly be widely read by newspapermen of the United States, and may be read with profit by the public, whose activities the press chronicles, and business men, whose advertisements are an integral part of newspaper composition.—The Baltimore Sun.

A decade ago, it could not have found such a publisher. Now a market in and out of the calling awaits it.—The Christian Science Monitor.

One of the most valuable "shop" books I have come across in a long time. Taking a broad view, every chapter deals in some way with the fundamental problem of how to raise the status of journalism.—The Mirror, St. Louis.

For thoughtful newspaper readers, as well as journalists.—The New Britain (Conn.) Herald.

The whole volume gives one hope for the future of American journalism, since all the well-known men here represented hold up a high ideal. "To generate and diffuse a sound, sweet, vigorous, generous, wholesome public opinion is the way to promote and advance the reign of the republic of God in this earth. It is the biggest and best business in which any human being can engage." And it is the privilege of the newspaper men to engage in this great business.—The Indianapolis News.

Among the contributors are. names which afford ample guarantee of the high quality of the articles.—Boston Herald.

How professional consciousness is being awakened. a crystallization of the opinions and theories which inspired the proceedings of Kansas Newspaper Week. ought to be widely circulated among rural editors.—The Detroit Free Press.

There are reciprocal obligations between the public and the newspaper press, and there are numerous hopeful signs that the seriousness of these obligations are being widely recognized. One method of illuminating the problem was indicated when a special journalistic week was held at the University of Kansas last year. A similar campaign of education would do good in almost every other part of the country.—The Churchman (N. Y.)

For thoughtful newspaper readers as well as journalists.—The American Library Association Booklist.

While Eastern journalism is well represented. the inspiration comes from the West; and, perhaps, on the whole, the most stimulating talks are those written by Western journalists.—Providence, (R. I.) Journal.

A number of these chapters were first made public in the course of those memorable exercises that distinguished Kansas Newspaper Week from the rest of the weeks of the year 1914. Actual experience and ripe reflection speak in almost every paragraph. On the whole, the tone of the entire book is hopeful, constructively critical rather than sourly censorious.—The Dial.

..... The function of the newspaper is extensively treated in its actual relations with the public and in its duty to the public. The book, consequently, will appeal to all who view the newspaper as in large measure a public institution. It has been said that Kansas Newspaper Week "marked an awakening of professional consciousness on the part of Kansas newspaper men." It will be a good thing for the public—and surely for the press viewed as an institution—when the public develops a critical consciousness with respect to the newspapers it reads. Such a book as this, in which intelligent discussion brings to the focus many of the practical problems, will do much toward the forming of such consciousness.—The Springfield Republican.

Kansas has shown the way that other states should follow. There is much to learn even by the man who has become old and gray in the business.—The Editor and Publisher.

And a village editor, who had attended the conference at the University before coming down here, grinned as he took the train for home; "I tell you, my skin is so full of information and new points of view, that it will hold no more, and now I am going home to digest it."—The Publishers' Auxiliary.

The school of journalism may render a distinct practical service to the press of the State in which it is located. Possibly the Department of Journalism at the University of Kansas has done the largest amount of work of this sort.—Review of Reviews.



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THE REPORTER

I keep six honest serving-men;
 (They taught me all I knew)
Their names are What and Where and When,
 And How and Why and Who.

—Kipling.